

January 10, 2018

Honourable John Horgan, Premier of British Columbia

PO Box 9041 Stn Prov Govt
Victoria, B.C. V8W 9E1



Re: Family Day in British Columbia

Dear Premier Horgan,

We, the undersigned, strongly urge the Province to keep the annual British Columbia Family Day on the second Monday of February for the following reasons:

- B.C. residents benefit from the current timing of B.C. Family Day because of smaller crowds and better rates at many resorts, accommodation providers and other tourism businesses. Conversely, the third weekend in February (President's Day) is one of the most expensive periods with most resorts virtually 100% booked by American and other Canadian visitors;
- For British Columbia families, the second weekend in February has quickly become a tradition of experiencing winter adventures. This holiday encourages families to discover and experience healthy outdoor pursuits, many for the first time;
- The B.C. Family Day weekend is one of the top performing business periods of the year for many B.C. holiday destinations, generating some \$10 million in incremental visitor spending per winter for ski areas alone;
- The current timing of B.C. Family Day has extended the opportunity to generate significant revenues for seasonal businesses and communities over two consecutive weekends including President's Day (week) and holidays within other provinces; and
- B.C. Family Day helps drive the province's visitor economy, supporting some 19,000 businesses and over 270,000 employees, half of which service guests.

Premier Horgan, thank you for your consideration. TIABC would be pleased to discuss this issue and request with you in further detail at your earliest convenience. On a related note, a resolution to change the date of Family Day was rejected by a super majority on two separate occasions by the B.C. Chamber of Commerce.

Best Regards,

Walt Judas, Chief Executive Officer
Tourism Industry Association of BC
778-953-0620

Jim Humphrey
Chair, TIABC
250-732-4889

Sector Associations

Alliance of Beverage Licensees
Aboriginal Tourism BC
Backcountry Lodges of BC Association
BC Hotel Association
BC Lodging and Campgrounds Associations
BC Wine Institute
Canada West Ski Areas Association
Canadian Snowsports Association
Cruise Lines International Association
Guide Outfitters Association of BC
Helicat Canada
Hotel Association of Vancouver
Mountain Bike Tourism Association
Tourism Industry Association of BC

Destination Marketing Organizations

Cariboo Chilcotin Coast Tourism
Kootenay Rockies Tourism
Nelson Kootenay Lake Tourism
Northern BC Tourism
Invermere Panorama Tourism
Parksville Qualicum Beach Tourism
Revelstoke Chamber of Commerce
Shuswap Tourism
Thompson Okanagan Tourism
Tourism Abbotsford
Tourism Golden
Tourism Kelowna
Tourism New Westminster
Tourism Prince George
Tourism Richmond
Tourism Rossland
Tourism Squamish
Tourism Sun Peaks
Tourism Vancouver
Tourism Victoria
Tourism Whistler
Travel Penticton
Vancouver's North Shore Tourism

Businesses

Arjan Group
Big White Ski Resort
Cadence Resort Marketing Inc./Cadence Strategies
Candle Creek Kennels
Cloudside Hotel
Coldwell Banker Marquise Realty
Copper Point Resort
Deborah Kulchiski Consulting
Doppelmayr Canada Ltd.
Downtowner Motor Inn
Fairmont Creek Vacation Rentals
Grouse Mountain
Hostelling International – Pacific Mountain Region
Munday Media & Design
Murray Ridge Ski Area
St. Eugene Golf Resort and Casino
Seekers Media
The Nomad Food Company
The Royal Hotel
Tourism Cafe Canada
True Key Hotels and Resorts
Vancouver International Wine Festival
Vardo Creative, Inc.
Watermark Beach Resort